Great Lakes Field Service Council
Scoutreach 2019 Plan

Outreach Initiative

Scoutreach is the outreach initiative of the Great Lakes Field Service Council (GLFSC) that provides programs and resources to underserved communities. Through community partnerships and dedicated leaders the initiative seeks to grow the scouting program. Our core mission is to give special leadership to urban Scouting programs and strengthen the BSA commitment to ensuring all youth have the opportunity to join Scouting.

In GLFSC, Scoutreach collaborates with community partners across 3 counties (Wayne, Macomb and Oakland) to serve more than 3,000 youth in quality character based programs. In addition to program delivery, the initiative seeks to eliminate barriers that might keep a young person from fully participating in the scouting experience. Under the Scoutreach umbrella, GLFSC is able to provide membership subsidies, program scholarships, uniforms & supplies or leadership to a scout unit. The type of support given will depend on the level of need.

Under the Scoutreach umbrella (2) types of units exists.

- Volunteer Led – Units that are led by a group of committed volunteers (Cub master, Den Leaders and committee) but may need additional resources (financial, program or a hybrid).

- Program Manager Led – Units that are led by paid part-time staff with the assistance of a volunteer committee. These units may require long-term financial and program support.

Program Partner Criteria

The Scoutreach initiative partners with a variety of entities such as schools, community organizations and places of worship to deliver the scouting program. Program partners are selected strategically and must meet at least two of the four measures below.

- Capacity & Growth Potential – Youth serving organization with a total available youth (TAY) of at least 50 and able to provide program participants with ongoing, regularly scheduled sessions.

- Inclusive –Focused on youth who live in family and community circumstances that limit their opportunities—underserved youth are the primary program participants

- Financial Need – Serve low income families living at or below the federal poverty guidelines.

- First Generation – Access to “first generation” scouters with limited exposure to the culture of scouting. These youth may come from low or middle-income families. Often first generation families are unaware of the personal growth and leadership development acquired through scouting.

Program Partners are renewable yearly during recharter at the discretion of the Scoutreach committee. The level of funding support will also be reviewed with the goal of developing sustainable long-term units within 2-3 years.

Strategic Partnerships

To be successful in today’s environment, we must foster solid partnerships among other strong community organizations and fully leverage those benefits. We are working to cultivate relationships with like-minded youth serving organizations. We recognize that having key networks and partners in the community allows us to keep our “ears to the ground” and strengthen strategic plans and opportunities for the BSA. Community involvement provides additional opportunities to ensure a strong image and brand in the community.

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Existing Partners

- Inkster Police Department
- Detroit Public Schools Community District
- City of Detroit Parks & Recreation Center
- Bright Futures
- Shriners

Opportunities Targeted for Growth

- Access (Arab Community Center for Economic and Social Services)
- Communities in Schools
- The Skillman Foundation (Good Neighborhood Initiative, Brotherhood Initiative)
- Matrix Human Services
- Wayne County Reesa (regional educational service agency)
- Detroit Police Athletic League (PAL)

Program Development

The Scoutreach program has implemented the InSTEP program developed by the Sam Houston Area Boy Scout Council. This program is designed to assist Cub Scout den leaders who have youth of different grades/ages/ranks in the same den. The den meeting plans show how each Cub Scout can complete work on their own grade-appropriate advancement requirements during the same den meeting.

Program Metrics

The BSA implements the Journey to Excellence to encourage quality programming at all levels. The Scoutreach initiative will evaluate the performance of each unit based on the eleven measurements of the JTE scorecard which includes: membership, program quality, retention and leadership. The goal of every Scoutreach unit to achieve at least a bronze rating. Focus will revolve around the following areas:

- Program Consistency – Prescribed multi-level curriculum implemented in Scoutreach units across all 8 districts in GLFSC.
- Advancement - 50% of program participants will achieve rank yearly.
- Retention – 60% of participants will return to scouting.
- Leadership – 100% of all paid Cub masters will complete position-specific training and develop a pack committee of 5 adults.
- Program Participation - 25% of participants attend at least 1 council sponsored event quarterly or 4 subsidized programs yearly.

Manpower

Scoutreach Committee

A regionally diverse committee of local leaders give oversight to the Scoutreach initiative. The advisory committee is made up of high level stakeholders and experts who provide guidance on key issues such as policy and objectives, budgetary control, marketing strategy, and resource allocation. The committee works to strengthen and develop long-term objectives for the initiative. The advisory committee meets quarterly. Three sub-committees focus on service, program and fundraising and meet as needed.

Scoutreach Professional Leadership

The GLFSC Scoutreach program is currently served by a Scoutreach Director, Regina Reid, and two In-School Scouting Executives, Chris Prichard and Charity Davenport.

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Program Managers
Program Managers are critical to serving Scoutreach units. 80% of units are led by our paid part-time program staff. Currently we have 8 Program Managers on staff who are serving across the council. All program managers are required to complete online training and at least 10 hours of supervised in-service training prior to unit placement.

Individual Scout Assistance
We are able to offer support to assist all families with membership, event, and uniforms costs. Families in need who participate in a traditional or non-traditional unit will have an opportunity to apply for assistance under a new formalized request process. Assistance will be available in the following areas:

- Partial or Full membership subsidy
- Uniform Closet - $5 donation per item
- Program Support & Materials

Requests are reviewed by the committee monthly and granted individually.

2019 Recruitment Plan
Recruit 1,300 new Cub Scouts (7 New Units) between January and December 2019 across seven districts. Tremendous growth potential exists with the adoption of the family program option. We are currently evaluating our existing programs to determine which ones are best suited to welcome girls this fall.

- Chippewa Macomb, Mount Clemens, Utica
- Mahican Dearborn, River Rouge, Taylor, Ecorse
- Northstar Madison Heights
- Renaissance East Side of Detroit, Communities of Cody River Rouge, Brightmoor, Chadsey, Condon
- Sunrise Eastpointe, Roseville, Warren Consolidated
- Sunset Inkster, Redford, Romulus
- PonMan Pontiac, Waterford

Scout Reach Program Budget History

Expense Description	2014 Actual	2015 Actual	2016 Actual	2017 Actual	2018 Actual	2019 Budget
Program Managers	$6,208	$15,222	$30,441	$56,522	$40,170	$60,000
Program Supplies	$406	$521	$3,533	$73	$361	$5,000
Food	$106	$1,250	$400	$74	$69	$100
Postage	$0	$0	$4	$0	$0	$0
In House Printing	$0	$451	$571	$139	$394	$200
Individual Assistance-Registration	$19,113	$81,577	$58,008	$47,699	$55,623	$98,000
Individual Assistance-Literature	$1,306	$975	$3,006	$2,353	$2,806	$1,000
Individual Assistance-Uniforms	$499	$232	$905	$18	$0	$1,000
Individual Assistance-Transportation	$0	$0	$975	$1,700	$5,080	$5,000
Individual Assistance-Camperships	$19,055	$0	$10,000	$5,610	$19,565	$15,000
Recognitions--Adult	$0	$40	$0	$0	$428	$250
Recognitions--Youth	$74	$812	$59	$177	$169	$250
Totals	$46,767	$101,080	$107,902	$114,365	$124,665	$185,800